

THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY USDA STAFF AND NOT NECESSARILY STATEMENTS OF OFFICIAL U.S. GOVERNMENT POLICY

Voluntary    Public

**Date:** 11/16/2011

**GAIN Report Number:** HK1142

## Hong Kong

**Post:** Hong Kong

### **U.S. Exhibitor's Spectacular Success at HOFEX - Good Life Foods, Inc.**

**Report Categories:**

Export Accomplishments - Events

**Approved By:**

Erich Kuss

**Prepared By:**

Li, Chris

#### **Report Highlights:**

The USDA sponsored trade show HOFEX is the largest food and beverage trade show in Asia. More than 1,800 exhibiting companies from 48 countries and regions participated in the show. A total of 33,409 professional buyers from 86 countries and region attended the show and 90% (circa 30,000) had visited the U.S. Pavilion, which had an area of 606 sq. m. and a record of 51 participating U.S. companies/organizations. U.S. exhibitor – Good Life Foods, Inc. reported that excellent export opportunities resulted during HOFEX 2011, with on-site sales of \$75,000 and projected sales in the next 12 months of \$750,000.

HOFEX is a bi-annual international food show held in Hong Kong and it is the largest food and beverage trade show in Asia. HOFEX was held during May 11-14, 2011 at the Hong Kong Convention and Exhibition Center. The show attracted more than 18,000 exhibitors from 48 countries, who showcased their products to over 33,400 visitors from 86 countries and regions. With support provided by ATO Hong Kong staff, the USDA sponsored USA Pavilion had a record 51 exhibitors visited by an estimated number of 30,000 visitors during the show.

“Good Life Foods, Inc.”, based in Lincoln, Nebraska, featured their fruit products and preserves, grocery products, Halal foods, health and functional foods, private label products and sweeteners at HOFEX. Good Life Food, Inc.’s owner, Mr. Emil Font, commented that HOFEX was very effective in meeting exhibiting goals. Good Life Foods, Inc. reported on-site sales of \$75,000 at HOFEX show alone. They are following up with the various trade leads received at HOFEX and expecting projected sales in the next 12 months of \$750,000.

**Mr. Emil Font and his colleagues  
showcasing their products at HOFEX**

